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Local combats global: simulacrum of brand personality for tea brands

Local combats global: simulacro de personalidad de marca para marcas de té

Local combats global: simulação de personalidade de marca para marcas de té

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Abstract

Brand Personality is the simulacrum of human traits used to describe the personality of brands. In the arena of marketing, firms are struggling hard to impinge their brand image as a person in the minds of its customers. The idea behind is that when a customer perceives its favorite brand as a personality, it will develop certain associations and belongingness for that brand. Customers more affinity to personality of brand leads towards more loyalty and ultimately fruitful for the generic firm who introduced the brand and brand personality for its product. The study empirically assesses the impact of brand personality in the mind of customers for two famous tea brands of Pakistan. Both brands have nearly equal share in the market but one is local and other is global. The data was collected from the territory of Islamabad, Pakistan by taking the sample of 436 in total. By employing the area sampling, data was equally divided into two equal halves of 218 samples respectively. First half of the respondents were the user of local tea brand while the second half of the respondents were the user of global tea brand. Aaker scale of brand personality was employed to measure the personality of tea brands. An independent sample t test was utilized to check the customers differentiation. It was observed that customers perceived the both brands as more rugged and sincere. These characteristics are important and relevant for any tea brand to be successful in the

Resumen

La personalidad de la marca es el simulacro de los rasgos humanos utilizados para describir la personalidad de las marcas. En el ámbito del marketing, las empresas están luchando mucho para afectar su imagen de marca como persona en la mente de sus clientes. La idea detrás es que cuando un cliente perciba su marca favorita como una personalidad, desarrollará ciertas asociaciones y pertenencias para esa marca. La afinidad de los clientes con la personalidad de la marca conduce a una mayor lealtad y, en última instancia, fructífera para la empresa genérica que introdujo la marca y la personalidad de la marca para su producto. El estudio evalúa empíricamente el impacto de la personalidad de la marca en la mente de los clientes de dos famosas marcas de té de Pakistán. Ambas marcas tienen una participación casi igual en el mercado, pero una es local y la otra es global. Los datos se obtuvieron del territorio de Islamabad, Pakistán, tomando la muestra de 436 en total. Al emplear el muestreo de área, los datos se dividieron por igual en dos mitades iguales de 218 muestras respectivamente. La primera mitad de los encuestados eran usuarios de la marca local de té, mientras que la segunda mitad de los encuestados eran usuarios de la marca global de té. Se utilizó la escala Aaker de la personalidad de la marca para medir la personalidad de las marcas de té. Se utilizó una prueba t de muestra independiente para verificar la diferenciación de los clientes. Se

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market. That why, both brands are sharing almost equal share in the market. However, global tea brand is perceived more sophisticated, competent and with full of excitement as compared to local brand. At the moment, the disparity of these personality characteristics are not affecting the market share of local brand but it is urged that for long lasting and sustainability competition, the local brand should also focus on the dimensions of brand personality of sophistication, competence and excitement.

Keywords: Brand Personality, Aaker, Tea Brands, Independent Sample t test, Sincerity, Competence, Sophistication, Excitement, Ruggedness.

observó que los clientes percibían las dos marcas como más resistentes y sinceras. Estas características son importantes y relevantes para que cualquier marca de té tenga éxito en el mercado. Por eso, ambas marcas comparten una participación casi igual en el mercado. Sin embargo, la marca global de té se percibe más sofisticada, competente y llena de emoción en comparación con la marca local. Por el momento, la disparidad de estas características de personalidad no está afectando la cuota de mercado de la marca local, pero se recomienda que para una competencia duradera y sostenible, la marca local también debe centrarse en las dimensiones de la personalidad de la marca de sofisticación, competencia y entusiasmo.

Palabras clave: Personalidad de marca, Aaker, Marcas de té, Prueba t de muestra independiente, Sinceridad, Competencia, Sofisticación, Emoción, Robustez.

Abstrato

Personalidade da marca é o simulacro das características humanas usadas para descrever a personalidade das marcas. Na arena do marketing, as empresas estão se esforçando bastante para impingir sua imagem de marca como uma pessoa nas mentes de seus clientes. A idéia por trás disso é que, quando um cliente percebe sua marca favorita como uma personalidade, ele desenvolve certas associações e pertencimento a essa marca. Os clientes, mais afinidade com a personalidade da marca, levam a mais lealdade e, finalmente, frutíferos para a empresa genérica que introduziu a marca e a personalidade da marca em seu produto. O estudo avalia empiricamente o impacto da personalidade da marca na mente dos clientes para duas famosas marcas de chá do Paquistão. Ambas as marcas têm participação quase igual no mercado, mas uma é local e a outra é global. Os dados foram coletados no território de Islamabad, Paquistão, levando a amostra de 436 no total. Empregando a amostragem de área, os dados foram igualmente divididos em duas metades iguais de 218 amostras, respectivamente. A primeira metade dos entrevistados era usuário da marca local de chá, enquanto a segunda metade dos respondentes era usuário da marca global de chá. Uma escala de personalidade da marca Aaker foi empregada para medir a personalidade das marcas de chá. Um teste t de amostra independente foi utilizado para verificar a diferenciação dos clientes. Observou-se que os clientes percebiam as duas marcas como mais robustas e sinceras. Essas características são importantes e relevantes para que qualquer marca de chá seja bem-sucedida no mercado. Por isso, ambas as marcas estão compartilhando uma participação quase igual no mercado. No entanto, a marca global de chá é percebida como mais sofisticada, competente e cheia de emoção em comparação com a marca local. No momento, a disparidade dessas características de personalidade não afeta a participação de mercado da marca local, mas é recomendável que, para uma competição duradoura e de sustentabilidade, a marca local também se concentre nas dimensões da personalidade da marca, como sofisticação, competência e entusiasmo.

Palavras-chave: Personalidade da marca, Aaker, Marcas de chá, Teste t de amostra independente, Sinceridade, Competência, Sofisticação, Excitação, Robustez

Introduction

Unique and influential brands not only enhance the profitability but also increase the performance of its respective organization(Colucci, Montaguti, & Lago, 2008; Lin, 2010; Louis & Lombart, 2010; Madden, Fehle, & Fournier, 2006). One way to measure

the significance of the brand is to measure it through brand personality. This paper specifically measures the brand personality of two famous tea brands of Pakistan. Dimensions of brand personality are just like the replica of personality of human traits that are also

applicable on brands (J. L. Aaker, 1997; Álvarez-Ortiz & Harris, 2002; Caprara, Barbaranelli, & Guido, 2001; Carlson & Donavan, 2013; McCrae & John, 1992; Milas & Mlačić, 2007). Malär, Krohmer, Hoyer, and Nyffenegger (2011) concluded that measuring the personality of brand is very important as it helps to understand the choice of customers based on assumptions of personality characteristics of that brand. In present era, it is very difficult to distinguish the product or service from its rivals especially in the presence of replica and forged products, a strong brand identity is crucial which can be possible by promoting the strong characteristics of brand personality (D. A. Aaker, 1996; Van Rekom, Jacobs, & Verlegh, 2006).

From consumers culture perspective, consumers buy products not only by observing the physical characteristics, operative easiness and post-sale benefits but also consider the image and symbolic view of these products. In fact, the brand image and symbolic view of the product is a major reason for that purchase (Maehle, Otnes, & Supphellen, 2011; Park, Jaworski, & MacInnis, 1986). Considering the importance of symbolic view and image of the brands in the consumers mind, marketers are now focusing on the qualitative aspects of their brands. This focus ultimately leads towards concentrating on the dimensions of brand personality that provide the methodical approach to avail symbolic benefits of that specific brand (Heine, 2009; Müller, 2014). To compete in the local and global markets, brand personality can be an influential factor for final purchase decision of the consumer because it is attached with the consumers emotional feelings contrary to logical wisdom (J. L. Aaker, 1997; Ahluwalia, Stilley, & Swaminathan, 2009).

Branding has occupied a keystone position for effective marketing strategy and the conception of brand personality has been emerged from it. The concept of brand personality significantly influenced the consumers choices and has gained much attention for marketers (Hosany, Ekinci, & Uysal, 2006; Müller, 2014). The ongoing innovation in brands due to tough competition emphasized business organizations to deliberately promote the personality of their brands. These factors of brans personality stimulate the consumers to choose a brand based on its emblematic view. The promotion of this emblematic view is also important because it gives temptation to consumer for purchase especially when the consumer has first interaction with the product. The functional part

of the product is also important but it is often concealed under the heap of symbolic view.

By observing the importance of brand personality, this study uniquely focused on two tea brands from territory of Islamabad, Pakistan which have near about equal market share and growth. The distinction is that one is local brand while other is global brand. The primary objective of the study was to measure the brand personality dimensions of these two tea brands. As the focus is only on the symbolic view of the brand or on the brand personality, so other physical attributes and their measurement like taste, price, packaging etc. have not been accounted for in this study.

The study has three tiers of objectives

- To examine the salient features of brand personality and its dimensions for local tea brand
- To examine the salient features of brand personality and its dimensions for global tea brand
- To make comparison of brand personality dimensions for both local and global tea brands

Literature Review

Most of the previous studies have neglected the importance of brand personality (Banahene, 2017) which in fact help to build the image of that brand in customers mind. Just like actors on the stage, brands in the shelves of a store attracts the attention of consumers to be picked by them. The marketing managers should focus these human like traits of brand to gain the competitive advantage(Freling & Forbes, 2005; Plummer, 2000). Brands just like humans have their personalities (Caprara et al., 2001; Duboff, 1986; Smothers, 1993), brand is just like a close friend (Alt & Griggs, 1988; Flint, 1988), so the marketers must pay attention to build a good image and personality of their brand. This central theme of having brand personality of any product is that when a brand is considered to be friend or the human traits are associated with it, consumers tend to choose those brands who have strong, powerful and good brand personalities (Freling & Forbes, 2005).

Tong, Su, and Xu (2018) observed the features of brand personality for luxurious fashion brands and found that marketing efforts are enhanced globally for the symbolic and arousing sensations of famous and luxury fashion brands. He emphasized on the significance of brand

personality measures which received very little or limited attention in the literature by the researchers. The worth of brand personality dimensions was also observed by other researchers (Fionda & Moore, 2009; Molinillo, Japutra, Nguyen, & Chen, 2017; Zhou, Zhang, Su, & Zhou, 2012) and concluded that symbolic and emblematic view of brands often exceeds the functional or operational characteristics of that brand. This is because of the resemblance of that brand with human personality traits in the consumers mind. However, the concept of these personality traits vary depends on the product category or type (D. A. Aaker, 1996; Das, Datta, & Guin, 2012; Singh, 2013). So, it is very crucial to measure the personality of each brand category separately for effective marketing. This is the obligatory for marketers to pursue the good brand personality image in the consumers mind so that they can feel the sensations of pleasant personality while using that particular brand.
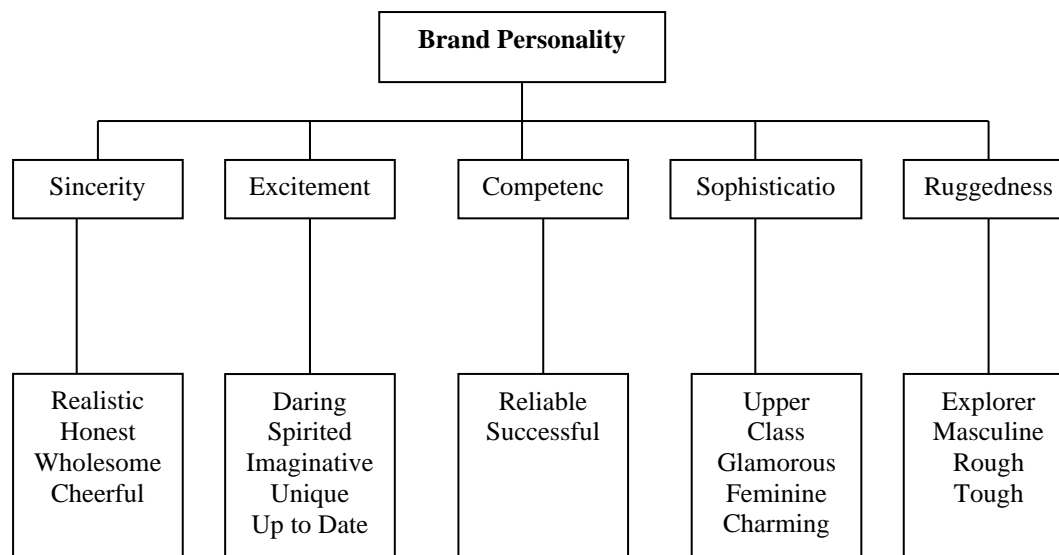
Luffarelli, Stamatogiannakis, and Yang (2019) used the experimental approach and secondary data of five studies to check the association between brand personality and logo design. The study concluded that this association only occurs for a single dimension of brand personality i-e, excitement but the study emphasized for marketing practitioners to take actionable steps to promote the brand personality. George and Anandkumar (2018) stated that in the arena of tough competition, any brand can only be successful it is able to distinguish itself from other rivals. This differentiation can be the functional part of the product or the symbolic part which is known as brand personality. Usually, competing with functional part of brands with rivals is harder as they are protected by the copyright laws or patent laws. But this competition is easier for personality traits of brand because these traits are metaphorical in nature, thus having no barriers but provide a distinctive and unique position in the consumer's cognition.

Theoretical Justification

Theoretical considerations for justifying the personality of a brand is a tedious job. There is lack of theoretical plausibility in the literature for defining the brand personality. Only the

dimensions of the brand personality have been deliberated and cited frequently in previous studies. This is because when a consumer associates the human like personality characteristics with a brand then that brand is being considered a lively man in the consumer mind. It means a non-living item is considered as a living object. Now a fundamental question arises that why a consumer associates the non-human object as a human object which is also a anti cognitive condition. The possible answer is in the theory of anthropomorphic. When a consumer utilizes a product, it has certain set of assumptions with it for fulfilling its requirements. If the requirements are met then the product leads towards satisfaction and vice versa. In both cases, consumer attached with the product emotionally and start treating the products as human and their characteristics as a human trait. The most common outcome of anthropomorphism is that when consumers start talking with the products they like or utilize. This phenomenon of anthropomorphism is natural as consumers explains the product personality with their own experiences and expectations. The theory of anthropomorphic is also associated with brand personality by previous studies like (Avis, 2012; Freling & Forbes, 2005; Guido & Peluso, 2015; Tong et al., 2018).

The idea of brand personality was first toppled by (J. L. Aaker, 1997) for brands in the "journal of marketing and research". Here, Aaker introduced a theoretical framework of brand personality with five distinctive dimensions known as "sincerity, excitement, competence, sophistication and ruggedness". The purpose was to show up the importance of symbolic view of brand with the new notion of brand personality. In fact, this symbolic view of brand personality is metaphorical view of human personality traits known as big five personality traits and frequently cited by (Álvarez-Ortiz & Harris, 2002; Barrick & Mount, 1991; Goldberg, 1990; Gosling, Rentfrow, & Swann Jr, 2003). Aaker scale is considered to be valid and reliable (Akin, 2011; Luffarelli et al., 2019; Malär et al., 2011) and can be generalized to multiple brands and products. So, this study utilized this scale of Aaker to measure the brand personality of tea brands. The model or framework of brand personality of this study is given below.

Brand Personality — Sincerity, Excitement, Competence, Sophistication, Ruggedness

Sincerity	Excitement	Competenc	Sophisticatio	Ruggedness
Realistic Honest Wholesome Cheerful	Daring Spirited Imaginative Unique Up to Date	Reliable Successful	Upper Class Glamorous Feminine Charming	Explorer Masculine Rough Tough

Model of the Study   Source: (J. L. Aaker, 1997)

H1: Population variances of local brand and global brands are not equal for sincerity

H2: Population variances of local brand and global brands are not equal for Excitement

H1: Population variances of local brand and global brands are not equal for Competence

H1: Population variances of local brand and global brands are not equal for Sophistication

H1: Population variances of local brand and global brands are not equal for Ruggedness

Methodology

The target population of the study was the tea users of both brands i-e, local as well as global tea brand. Respondents were selected from the geographical area of Islamabad, Pakistan by using the technique of area sampling. By employing the door to door survey, household individuals were targeted who took tea at least once in a day. Data was divided into two equal strata of identical customers. One stratum was the users of local tea brand while the other stratum was the user of global tea brand. The estimated population of capital territory of Islamabad is 1,095,064 individuals with growth rate of 3.44 percent annually (Pakistan Bureau of Statistics, 2018; United Nations, 2018). The sample size of 384 respondents are sufficient for population having the 30,000 or more samples (Krejcie & Morgan, 1970). A total sample of 418 respondents were used in the study which is higher than 384 of recommened sample size. Unit of analysis was individual and the scale was measured on 5-point likert scale which ranges from "not at all descriptive" to "extremely descriptive".

J. L. Aaker (1997) scale of brand personality was utilized to quantify the responses for both tea brands. The scale consisted of five brand personality factors which are Sincerity, Excitement, Competence, Sophistication and Ruggedness. These personality factors or dimensions have been measured through 4, 5, 2, 4, and 5 items respectively. These items are Realistic, Honest, Wholesome and Cheerful for Sincerity: Daring, Spirited, Imaginative, Unique and Up to Date for Excitement: Reliable and Successful for Competence: Upper class, Glamorous, Feminine and Charming for Sophistication while Explorer, Masculine, Rough and Tough for Ruggedness. This scale of Aaker has gained the robust popularity for academicians, practitioners and scholars as it has proved to be reliable, consistent and valid scale for judging the brand personality of any brand. So, this study has utilized this scale to measure, judge and compare the brand personalities of local as well as global tea brands (D. A. Aaker, 1996; J. L. Aaker, 1997; Ahluwalia et al., 2009; Flint, 1988; Geuens, Weijters, & De Wulf, 2009; Kim, Han, & Park, 2001).

Results and Discussion

Before measuring the difference in brand personality of both brands, it was crucial to measure the reliability of scale and factors of brand personality. Where Reliability is the extent to which a measure of variable yields consistent results when this measurement was replicated for

a number of times. In fact, reliability analysis checked the proportion of variation in the measuring scale. If this proportion is high and it gives consistent results the scale is said to be reliable (Armor, 1973; Santos, 1999). The popular technique to measure and check the reliability of any scale is through Cronbach's alpha. This study also measures the reliability through Cronbach's alpha as described below in table 1.

Table 1: Reliability Analysis

Construct	Cron Bach's Alpha	No. of Items
Sincerity	0.804	4
Excitement	0.764	5
Competence	0.858	2
Sophistication	0.870	4
Ruggedness	0.839	4

Reliability Analysis

In above table 1, it was observed that the value of Cronbach's alpha for all dimensions of brand personality is greater than 0.7. A rule of thumb is that the scale of any social variable is acceptable if the calculated value of Cronbach's alpha is equal to or above than 0.7. Although, this measure is criticized by (Sijtsma, 2009) but still this measure of reliability analysis is valid and supported in the literature like (Bonett & Wright, 2015; Cortina, 1993; Gliem & Gliem, 2003; Novick & Lewis, 1967). So, having reliable scale of brand personality, we go for further test to measure the difference b/w dimensions of brand personality for local and global tea brand.

Table 2: Group statistics

	Brand	N	Mean	Std. Deviation	Std. Error Mean
Sincerity	Local Brand	218	3.1376	.75934	.05143
	International Brand	218	3.2454	.91075	.06168
Excitement	Local Brand	214	3.0318	.91852	.06279
	International Brand	218	3.5358	.93153	.06309
Competence	Local Brand	218	3.3211	1.02171	.06920
	International Brand	218	3.6972	1.06477	.07212
Sophistication	Local Brand	218	3.2271	.86904	.05886
	International Brand	218	3.7041	.91905	.06225
Ruggedness	Local Brand	218	3.2225	.91035	.06166
	International Brand	218	3.3096	.85458	.05788

Table 2 above shows the summary of group statistics of the study. Data was collected from two separate groups of respondents having same sample-size of 218 as shown by N in column 2. The mean for all five dimensions of brand personality is greater than 3 and less than 4. The data was measured on 5-point likert scale ranges from 1 to 5. This average through mean shows a slight upward movement in the data. Low values of standard deviations in column 4 depict that there is low spread and less skewness in the data which is a good indicator (Tsiang, 1989). Standard error of mean (SEM) measured that how far the sample means are distributed from

population mean. In fact, SEM can be considered a reliability measure of mean. Low values of SEM indicate high reliability and vice versa. Column 5 shows the values of standard error of mean for all 5 dimensions of brand personality. Table 2 showed that all values of SEM are less than 0.07 which is a good sign. So, it can be said that the data is normally distributed having low coefficients of standard deviation and SEM. Hence, further test of independent sample t test was utilized to measure the difference of means.

Table 3: Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
									Lower	Upper
Sincerity	Equal variances assumed	7.105	.008	-1.342	434	.180	-.10780	.08031	-.26565	.05005
	Equal variances not assumed			-1.342	420.402	.180	-.10780	.08031	-.26566	.05006
Excitement	Equal variances assumed	.000	.987	-5.662	430	.000	-.50400	.08902	-.67898	-.32903
	Equal variances not assumed			-5.662	429.991	.000	-.50400	.08901	-.67895	-.32905
Competence	Equal variances assumed	1.398	.238	-3.764	434	.000	-.37615	.09995	-.57258	-.17971
	Equal variances not assumed			-3.764	433.263	.000	-.37615	.09995	-.57258	-.17971
Sophistication	Equal variances assumed	.077	.781	-5.569	434	.000	-.47706	.08567	-.64544	-.30869
	Equal variances not assumed			-5.569	432.648	.000	-.47706	.08567	-.64544	-.30869
Ruggedness	Equal variances assumed	2.534	.112	-1.031	434	.303	-.08716	.08457	-.25337	.07906
	Equal variances not assumed			-1.031	432.277	.303	-.08716	.08457	-.25337	.07906

The above table 3 described the results of independent sample t test for both tea brands. The independent sample t test actually make comparison of means of two independent groups of observations on the same characteristic. Here in our sample, the independent groups are local and global tea brands while the measurement was obtained from two different and independent group of respondents. Both brands have been calculated on the same characteristics of brand personality features. These dimensions were sincerity, excitement, competence, sophistication and rugeddnes. The test was applied to validate the hypotheses and to signify the statistical evidence that the means of local tea brand and global tea brands are statistically different. It's a parametric test commonly known as independent measure t test, student t test, unpaired t test or two samples mean t test.

Two types of variables have been used in it. First variable measured the personality of tea brands as a dependent variable while the second variable was considered as an independent variable and categorized in two groups for local and global brands respectively. The condition of homogeneity of variances is a pre requisite for independent sample t test. This condition has been checked with Leven's test which measured the equality of variances in table 3. From table 3, it is clear that variances are approximately equal for all five dimensions of brand personality for local and global tea brands. After the verification of homogeneity of variances, t values and significance level has been observed to measure the difference of equality of means for both groups. It has been observed that global brand significantly differs for the dimensions of sincerity, competence and sophistication while there is no difference of means for sincerity and ruggedness. Thus, from the obtained statistical data of table 3, hypotheses 1 and 5 were rejected while hypotheses 2,3 and 4 are supported. In other words, it can be said that global brand has the advantage of sophistication, excitement and competence over local brand while for sincerity and ruggedness there is no difference of means for both brands.

Conclusion

The study main objective was to compare the brand personality characteristics of two famous tea brands. It was observed from empirical data that the common brand personality features for both tea brands are sincerity and ruggedness. Both of these dimensions are very influential for alluring the tea consumers. Sincerity is to be honest, genuine and truthful with lack of deception. Because of this personality attribute, consumer can trust and have good faith on the brand. Ruggedness is to be durable, robust, sturdy and strong. Ruggedness is perceived to be coarse, uneven but with full of power in the consumer's mind. So, consumers imagine to be more energetic after using the tea with the characteristic of ruggedness. As both local and global tea brands successfully promoted the dimensions of sincerity and ruggedness, so both are successful in terms of sale and market share. So, based on the empirical evidence from collected data and analysis, it is concluded that sincerity and ruggedness are very crucial brand personality dimensions for any tea brand. Hypothesis 1 and 5 of the study are related to these personality dimensions. The null hypotheses of 1 and 5 are accepted with the statement that there is no difference of population means for sincerity and ruggedness for local and global tea brands. Study results somewhat deviated from the findings of previous studies but these studies emphasized the importance of brand personality dimensions for tea brands (Durgee & Stuart, 1987; Mishra & Mohanty, 2013; Ulusu, 2011).

Hypotheses 2,3 and 4 of the study are related to excitement, competence and sophistication. The empirical data of the study showed that there is statistically significant difference between the population means of local and global tea brands for excitement, competence and sophistication. So, the alternative hypotheses no. 2, 3 and 4 of the study has been accepted. It has been observed that the global tea brand outweighs the local brand on these personality dimensions. Although, these personality dimensions are not affecting the market share or profitability of the local brand at the moment but in future, these personality characteristics might be influential if consumers start preferring the dimensions of competence, sophistication and excitement. The study concluded that overall, the brand personality dimensions thrived the market share of tea brands in Pakistan, so, the tea producers must consider these personality dimensions to suffice their market share.

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